



Draft Creative Concepts

ECLP:017 - Eclipse Pulsar logo

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File Name: ECLO017_Pulsar_logo_v01.indd

Please note that the following logos are preliminary concepts representing our exploration into various Pulsar concepts and integrations with the Eclipse logo and logotype.

Concepts are predominantly displayed in one colour, Eclipse purple (PMS 187) ,and in some cases an example of additional colour treatment has been applied. Colour exploration will be part of the next stage in the logo design process.



eclipse
pulsar

eclipse
pulsar

eclipse
pulsar

ECLP:017 Pulsar Logo

Title: Logo Version 1

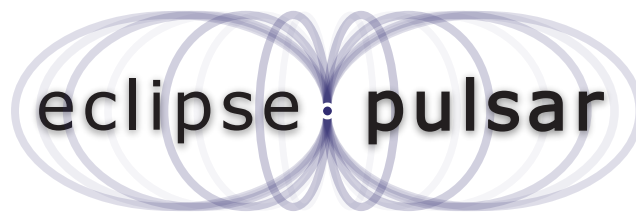
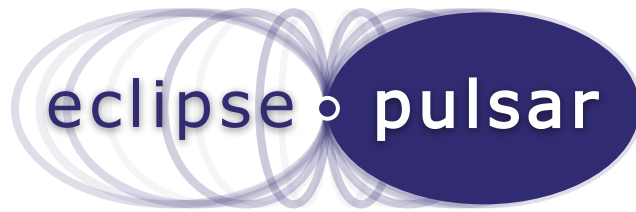
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Notes:

This logo concept takes inspiration from thin lines of light.

The above logo demonstrates three ways to incorporate the Eclipse logotype.





ECLP:017 Pulsar Logo

Title: Logo Version 2

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Notes:

This logo concept takes inspiration from a Pulsar and the magnetic fields generated by it.





ECLP:017 Pulsar Logo

Title: Logo Version 3

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Notes:

This logo concept takes inspiration from the signal connection bars found on mobile devices. The signal is represented by the 'u' in pulsar.

The above logo application demonstrates a badge style branding with Eclipse logotype anchored at the top or bottom.





ECLP:017 Pulsar Logo

Title: Logo Version 4

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Notes:

This logo concept takes inspiration from the signal connection bars found on mobile devices. The signal is represented by the 'ul' in pulsar. Additionally the 'p' is enlarged and placed into a purple circle with a arc of lighter tone representing a simplified version of the Eclipse logo planet.





ECLP:017 Pulsar Logo

Title: Logo Version 5

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Notes:

This logo concept takes inspiration from the signal connection bars found on mobile devices. The signal is represented by the 'ul' in pulsar.

The above logo application demonstrates a logotype integrated with the full Eclipse logo.

